SOUVENIR BOOK - DELUXE EDITION

New York City

"Give me your tired,
your poor . . . ."

IN LIVING COLOR $1

NEW YORK CITY

Welcome to the biggest city in the world; a friendly and fascinating one. The greatest all year round vacation center in the world.

Financial Center of the World, home of all that is truly great in the Arts and Sciences, New York City today finds itself alone among the world's great cities — in an absolute class by itself. Its sky-piercing buildings are dramatic and thrilling and its Avenues and Highways teem with activity. Proud possessor of one of the safest and largest harbors, no wonder it has become the great port of the world and the chief port of the United States.

Through the New York State Canal System, New York is the chief Atlantic shipping point for the Great Lakes region. It is also the country's leading center of manufacture, trade and finance. Among the principal industries are clothing, textiles, leather, paper, electrical equipment, machinery, and foodstuffs.

Historically, New York is of first importance. Its museums and libraries contain the wisdom and beauty of the ages. It was in New York in 1789 when George Washington became the first President of the United States, taking his oath of office on the steps of Federal Hall. It was once the capital of the United States and until 1797, the capital of New York State.

Due to the rising tide of immigration from all parts of the world, villages have grown throughout the entire area, so that now New York is divided into five boroughs, Bronx, Brooklyn, Queens, Richmond and Manhattan. Cosmopolitan in character — over seven and one-half million people make their home here. A city of infinite variety and unsurpassable interest — New York is the true WONDER CITY.

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Revised 1963
Manhattan Post Card Pub. Co., Inc.
New York City, N. Y.

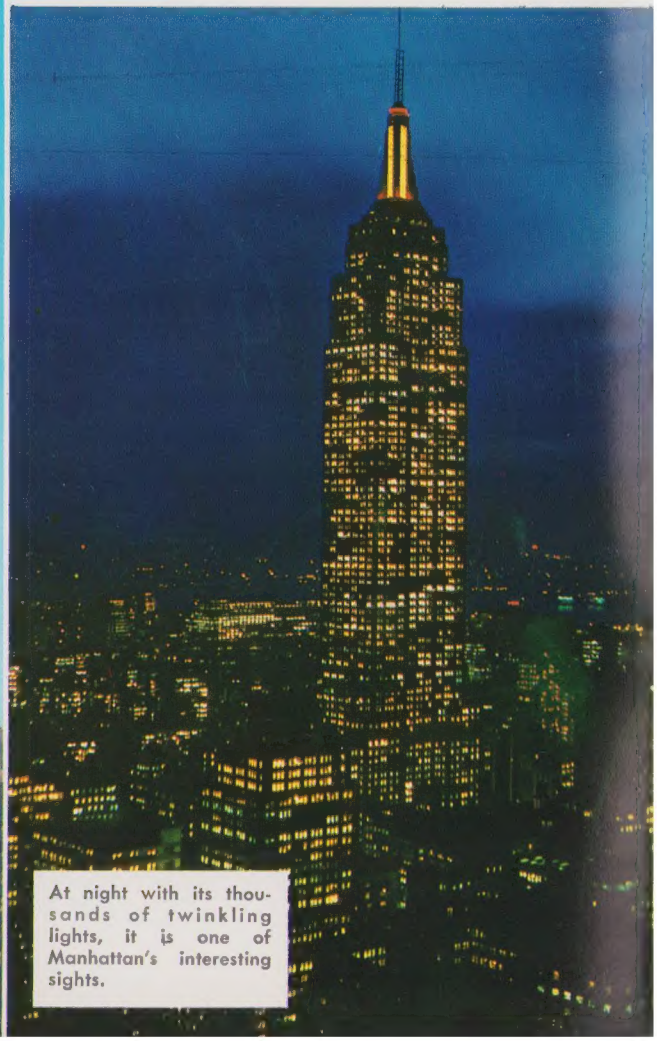
EMPIRE STATE BUILDING
The world's tallest structure located at Fifth Ave. and 34th St.

EMPIRE STATE BUILDING

The huge shaft of masonry and steel piercing the sky over New York can be seen fifty miles away on a clear day. In the evening, huge searchlights flash their lights from the towering observation roof of the building. The height of the Empire State Building is breathtaking, measuring 1470 feet to the tip of the TV tower.

This monument to man's lofty ideals was erected in 1931 and is located at 34th Street and Fifth Avenue. The observation towers on the 86th and 102nd floors afford a magnificent view of the entire city.

Open every day from morning to midnight. Reached by all subway transit lines to 34th Street stations.



At night with its thousands of twinkling lights, it is one of Manhattan's interesting sights.

NEW YORK CITY BY NIGHT

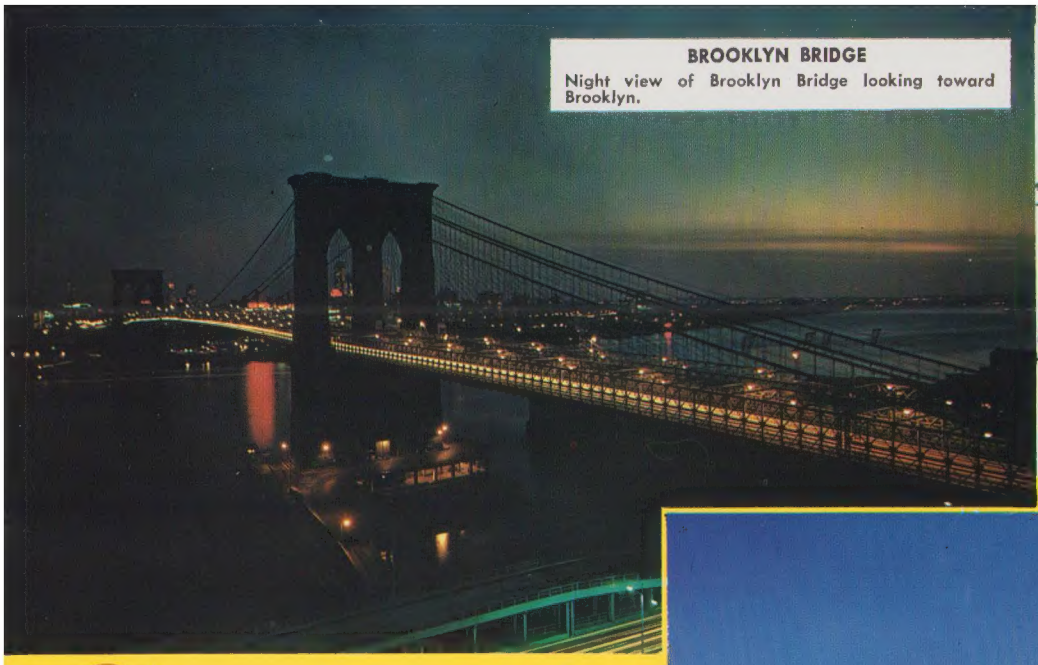
Looking south one can see the Manhattan and Brooklyn Bridges, spanning the East River against the backdrop of the downtown skyline.

MIDTOWN MANHATTAN SKYLINE

Looking across Welfare Island and the East River with the fabulous Midtown Manhattan Skyline in the background.

S. S. QUEEN ELIZABETH PASSING LOWER MANHATTAN

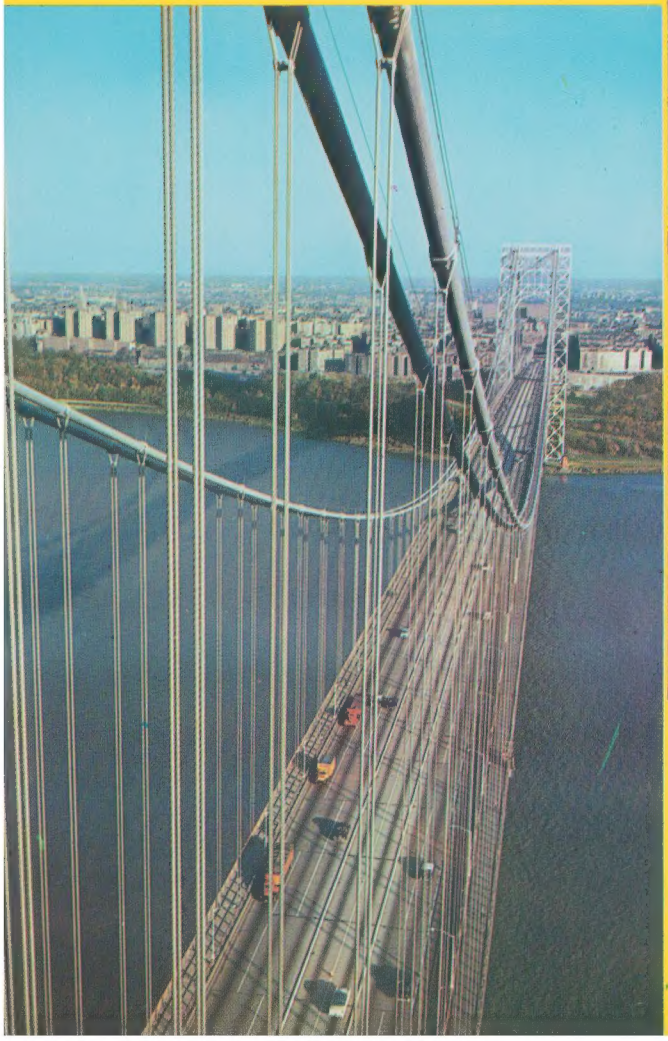
LOWER MANHATTAN SKYLINE
SHOWING BROOKLYN BRIDGE

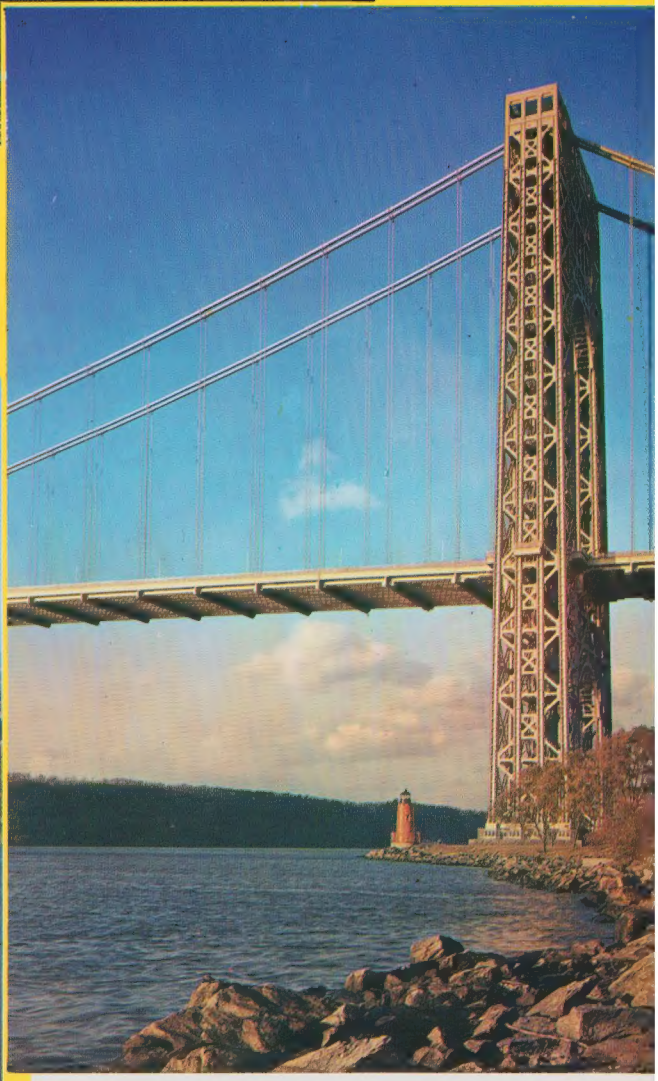


BROOKLYN BRIDGE

Night view of Brooklyn Bridge looking toward Brooklyn.

FAMOUS NEW YORK BRIDGES





THE GEORGE WASHINGTON BRIDGE

A unique view of a colorful lighthouse on the banks of the Hudson River dwarfed by the magnificent superstructure of the bridge.

An unusual and picturesque view from the top of the George Washington Bridge over the Hudson River showing the New York Shore.

STOR
CHEVROLET
Canadian Club
Admiral
TELEVISION
APPLIANCES
SHERATON-ASTOR
LOEW'S STATE
BOND
TWO TROUSER SUITS
CRITERION
YOU'RE NEVER TOO YOUNG
MAX
F. W. WOOLWORTH CO.

TIMES SQUARE AT NIGHT
Times Square, known throughout the world as "The Great White Way" is the magnet and high spot of New York. Here millions of people seek entertainment in the many theatres, night clubs, restaurants, etc.

TIMES SQUARE

Heart of the Entertainment World

This is Broadway "Theatrical Center of America"

CHRYSLER BUILDING
and towers of Mid-town Manhattan.

HERALD SQUARE
In this busy square may be found many of the world-famous department stores.

View looking north on Fifth Avenue from 46th Street looking toward the twin spires of St. Patrick's Cathedral.

HERALD SQUARE
Showing
Macy's
Department
Store

NIGHT VIEW OF MANHATTAN
The famous towers of Wall Street, the financial capital of the world. Among the newest is the 60-story Chase Manhattan Bank.

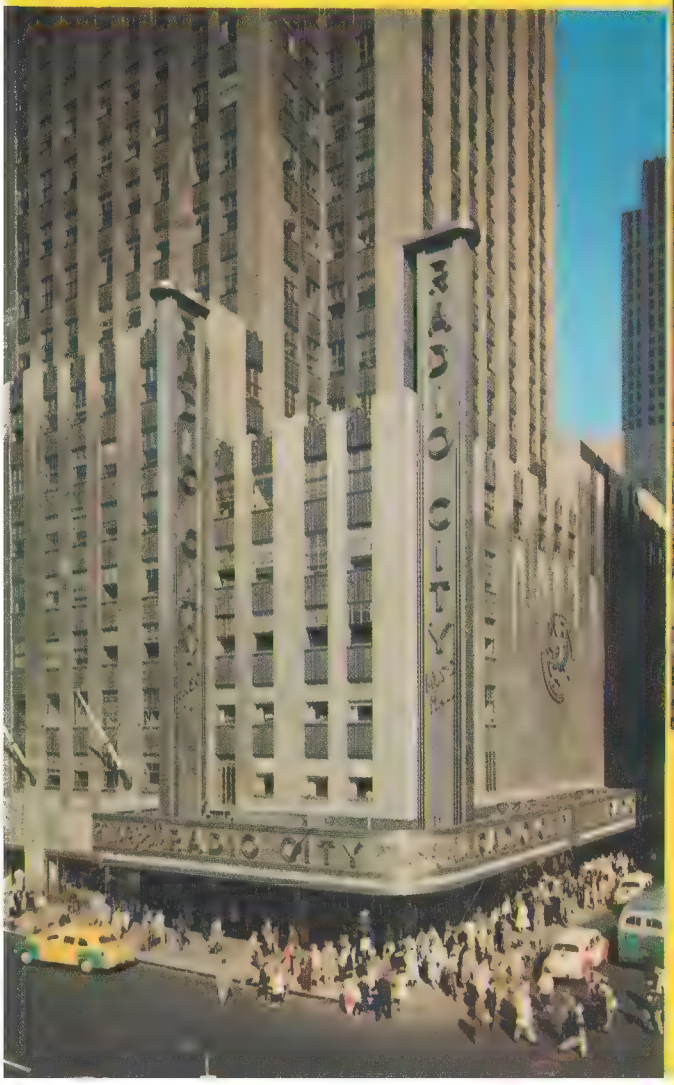
Night falls on Midtown Manhattan showing RCA Building, Chrysler Building and Empire State Building.

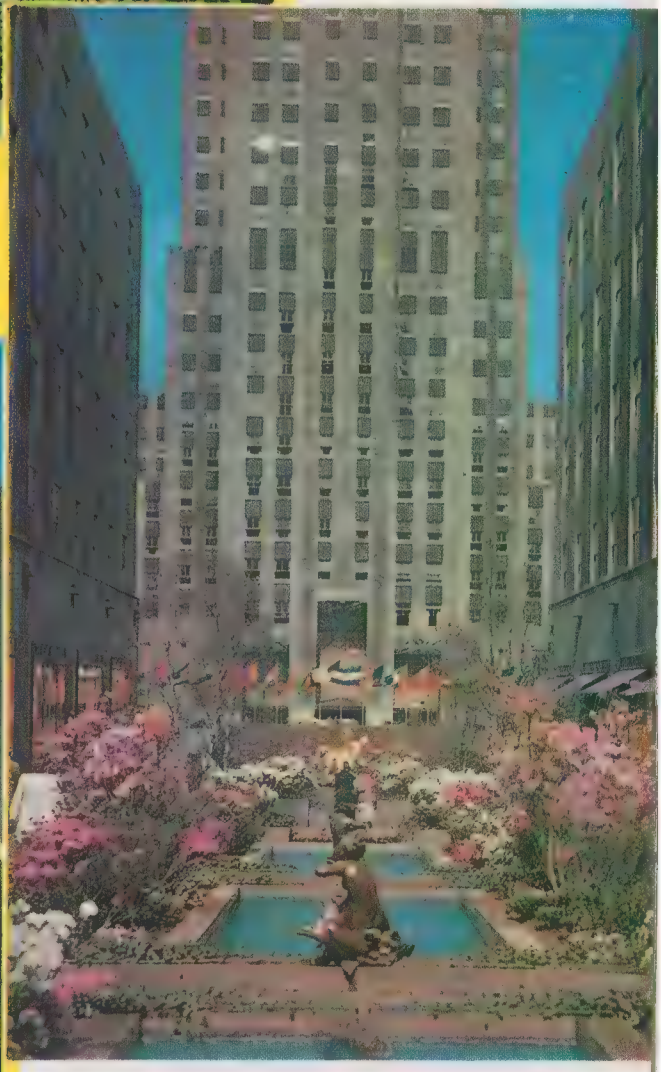
RCA BUILDING

The highest building in Rockefeller Center rises seventy stories above the ground. It houses radio studios for major networks as well as restaurants and observatory at top.

GARDEN PLAZA
OF ROCKEFELLER CENTER
looking from Fifth Avenue
towards RCA Building

ROCKEFELLER CENTER



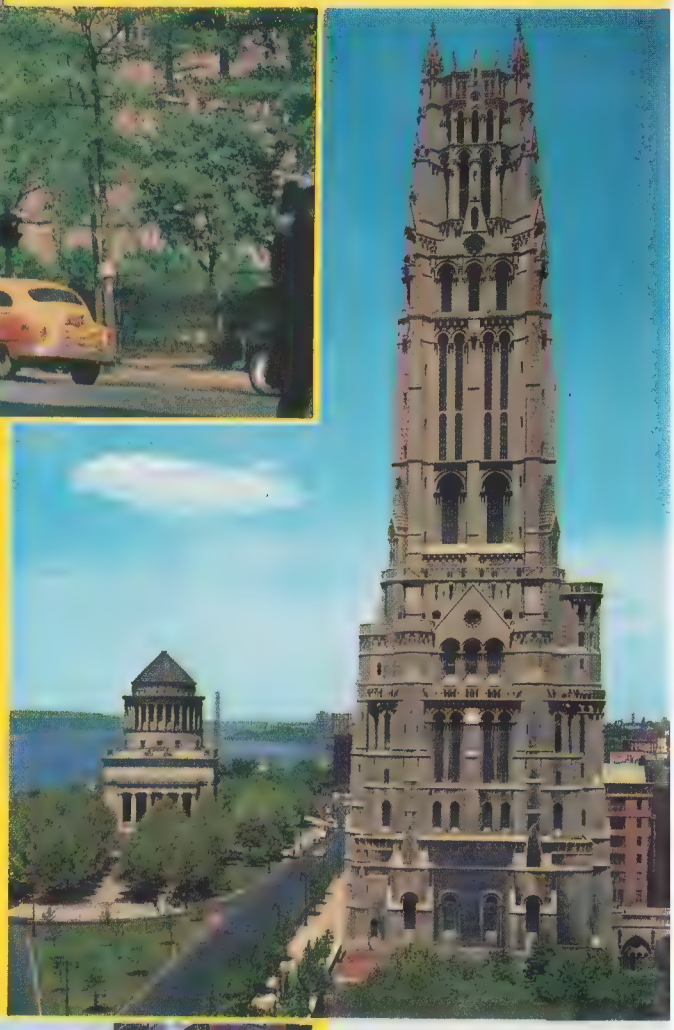


The Channel Gardens at Rockefeller Center in Spring Dress. Hundreds of blossoms fill the air with a perfume that means: Spring is Here!

RADIO CITY MUSIC HALL
In the field of entertainment, the famed Radio City Music Hall, the largest indoor theatre, entertains 7,000,000 patrons annually.

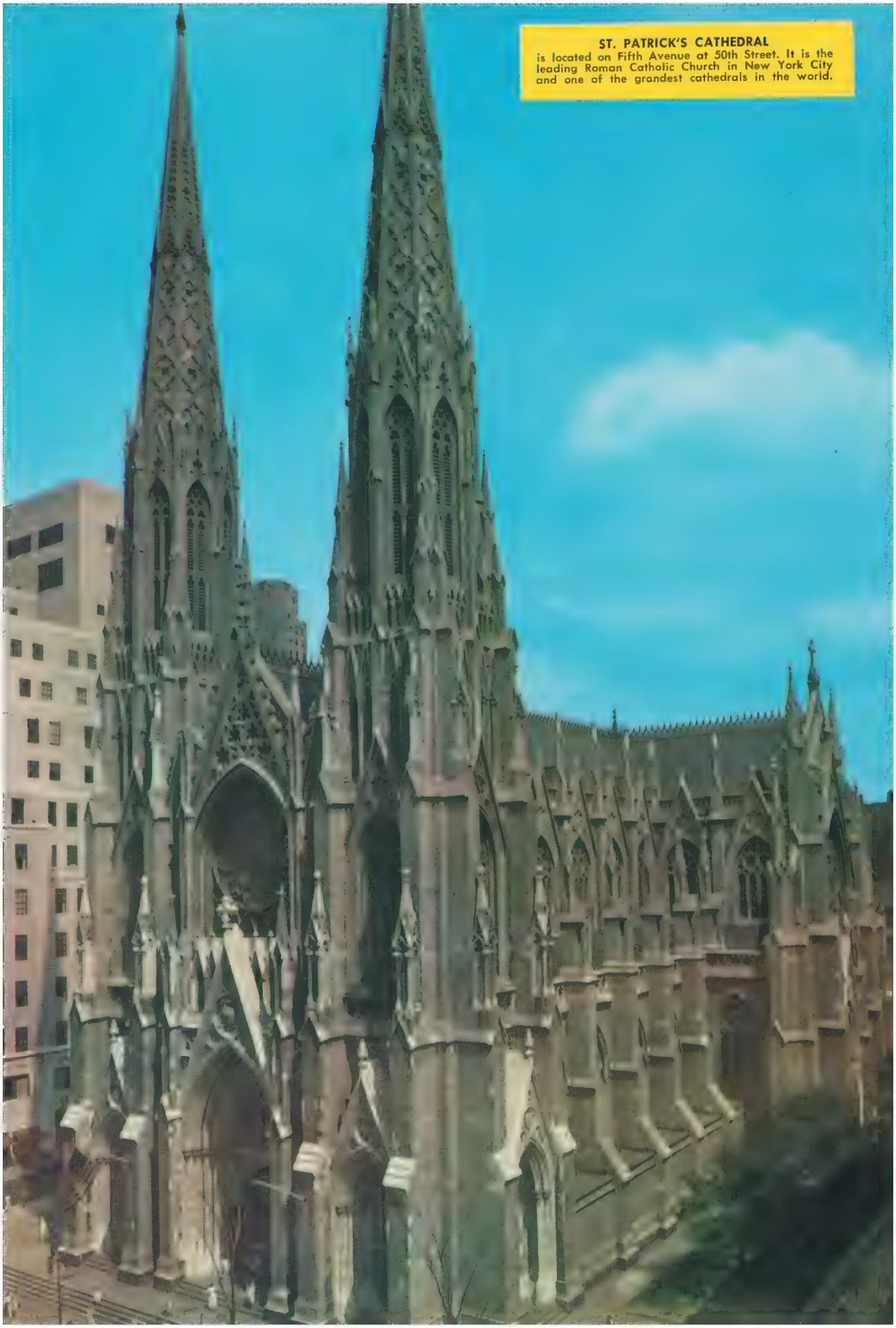
FAMOUS CHURCHES

CATHEDRAL OF ST. JOHN THE DIVINE
This is a view of the Cathedral from Amsterdam Avenue looking north from 111th Street. It is the largest Gothic Cathedral in the world, length, 601 feet, breadth of Transepts 320 feet, height of Central Tower 402 feet, Western Towers, 265 feet. Building commenced St. John's Day 1892.



THE RIVERSIDE CHURCH AND GRANT'S TOMB
On Riverside Drive at 123rd Street, The Riverside Church, of 13th century French Gothic architecture, towers above the last resting place of General U. S. Grant.

CHURCH OF THE TRANSFIGURATION
Better Known as The Little Church Around The Corner


ST. PATRICK'S CATHEDRAL
is located on Fifth Avenue at 50th Street. It is the leading Roman Catholic Church in New York City and one of the grandest cathedrals in the world.

STATUE of LIBERTY

Designed by Bartholdi, the huge female figure of "Liberty Enlightening the World" was presented to the United States by the freedom loving people of France in 1884. The copper Statue, 151 feet tall has a circular stairway of 168 steps which leads to the interior of the head. There, one may see a never-to-be-forgotten view of New York City—"The Gateway to America."

"Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore,
Send these, the hopeless tempest tossed to me,
I lift my lamp beside the golden door."

UNITED NATIONS NATIONS UNIES

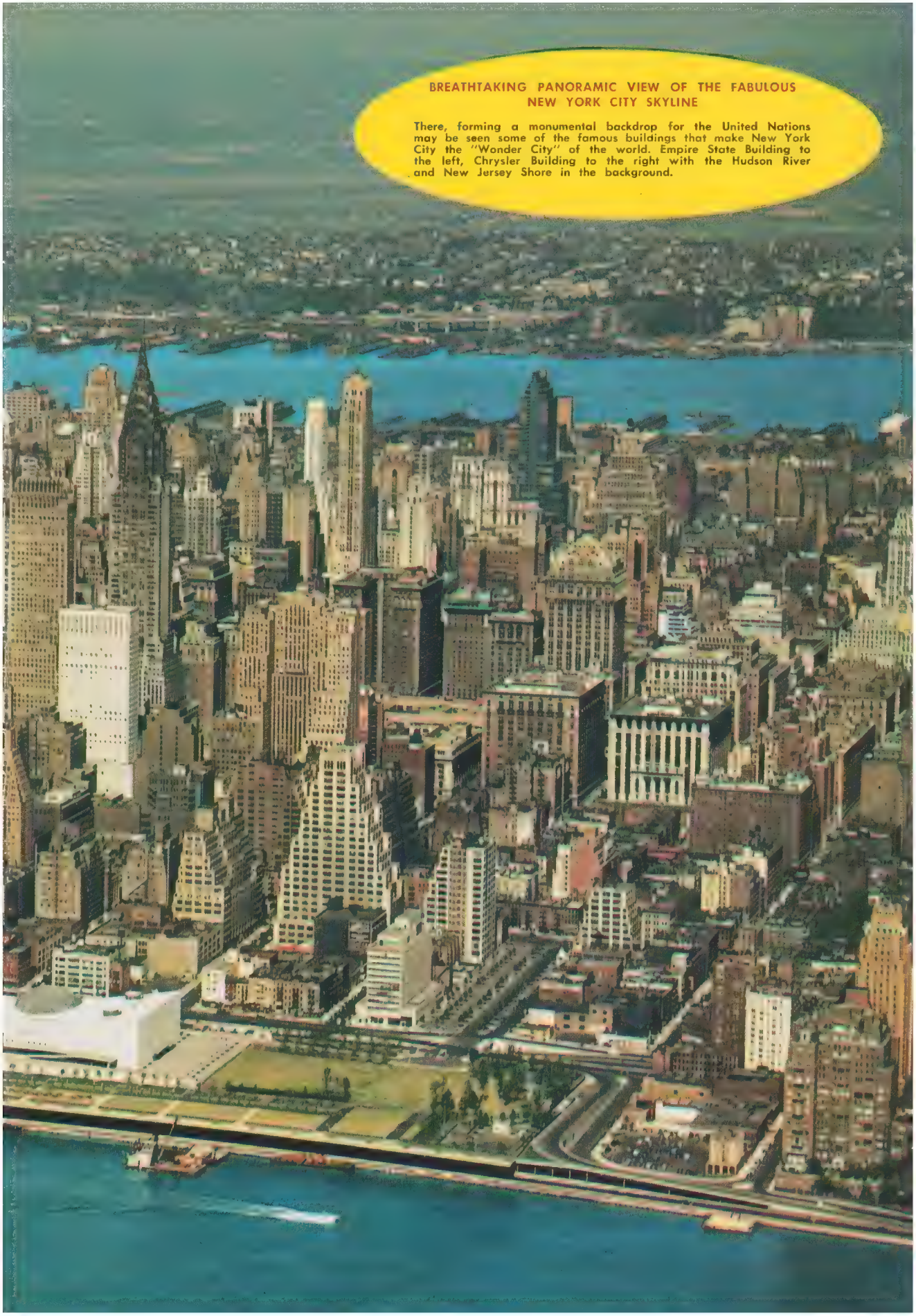
A view of the General Assembly Hall in the United Nations Headquarters. There are seats for 626 delegates, 270 observers, 234 members of the press and 800 visitors. The murals in the Hall are the work of the French artist, Fernand Leger.

UNITED NATIONS NATIONS UNIES

SECURITY COUNCIL CHAMBER

A general view of the Security Council Chamber in the United Nations Headquarters, New York. The Chamber was designed by Arnstein Arneberg of Norway and the large mural was painted by the Norwegian artist Peter Krohg. The Norwegian Government contributed toward the cost of the decoration of the Chamber.

UNITED NATIONS NEW YORK
This is an evening view of the United Nations Headquarters. Shown are the Secretariat Building and the United Nations Library. Facing the East River and not seen in this view is the Conference Building.



BREATHTAKING PANORAMIC VIEW OF THE FABULOUS NEW YORK CITY SKYLINE

There, forming a monumental backdrop for the United Nations may be seen some of the famous buildings that make New York City the "Wonder City" of the world. Empire State Building to the left, Chrysler Building to the right with the Hudson River and New Jersey Shore in the background.

UNITED NATIONS NATIONS UNIES

Trusteeship Council Chamber
The Trusteeship Council is located in the Conference Building at the United Nations Headquarters.. Denmark contributed toward the furnishing of the chamber which was designed by Mr. Finn Juhl of Denmark.

UNITED NATIONS NATIONS UNIES

General Assembly Committee Room
This is one of the meeting rooms used by Committees of the General Assembly in the United Nations Headquarters.

HALL OF FAME
New York University Campus
New York City, N.Y.
It was sponsored by a gift from Mrs. Finley J. Shepard. An open colonnade 250 feet long and 14 feet wide is dedicated to famous Americans.

THE VICTORY ARCH
WASHINGTON SQUARE
at the beginning of Fifth Avenue. Located in one of the most colorful districts, rich in tradition in New York City.

The Solomon R. Guggenheim Museum, Fifth Avenue and 88th Street, designed by the late Frank Lloyd Wright, houses a major collection of contemporary art. The Galleries are in the larger circular building and administrative offices in the smaller.

PORT AUTHORITY BUS TERMINAL

TRAVEL

New York City's transportation system is geared to handle millions of people each day as they enter and leave the city or travel within its confines. Vast networks of airlines, railroads, buses, steamships, subways, and taxis, combine to accomplish this monumental task. They have at their disposal the world's most outstanding facilities.

INTERIOR VIEW PENNSYLVANIA R. R. TERMINAL

This unique view showing the sunlight streaming into this massive terminal highlights the ultra modern electronic ticket counters on the right.

Mid-Manhattan skyline showing the new East Side Airlines Terminal in foreground.

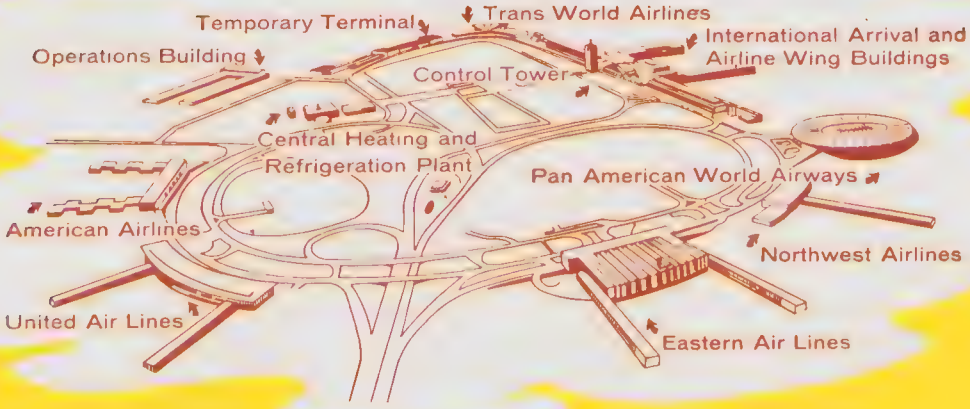
LA GUARDIA AIRPORT

La Guardia Airport is one of the world's busiest air terminals, where a plane lands or takes off every 2½ minutes. The Port of New York Authority, operator of the airport, has begun a $35 million redevelopment program that includes a new terminal building to serve the approximately 7 million passengers annually who will use the airport by 1965.

AERIAL VIEW OF NEW YORK INTERNATIONAL AIRPORT

One of the world's greatest airports, it opens a new era in the comfortable and efficient handling of passengers in the modern jet age. The Arrival Building — with its Airline Wing Buildings shown in the center, is 2300 feet or 11 city blocks long. The parking fields hold 6,000 cars.

NEW YORK INTERNATIONAL AIRPORT



INTERNATIONAL HOTEL NEW YORK INTERNATIONAL AIRPORT

Aerial Gateway to the United States

This beautiful 320-room International Hotel, a part of Terminal City, constructed at a cost of $5,000,000.00.

PORT AUTHORITY WEST 30TH STREET HELIPORT

The Port Authority-West 30th Street Heliport, Manhattan's first commercial heliport, was opened in 1956. Scheduled passenger, mail and cargo service between the heliport and Newark, Teterboro, La Guardia and New York International airports, and the cities of White Plains, New York, and Stamford, Connecticut, is provided by New York Airways' 15-passenger helicopters.

NIGHT VIEW BEAUTIFUL FOUNTAIN OF LIBERTY IN INTERNATIONAL PARK NEW YORK INTERNATIONAL AIRPORT

Aerial Gateway to the United States

International Arrival Building is the dominant structure in the Terminal City, and symbolizes the airport's international character. It will handle all international air travelers entering the United States through the Port of New York and thus will be the country's air age front door.

STREAMLINED CUSTOMS FACILITIES NEW YORK INTERNATIONAL AIRPORT

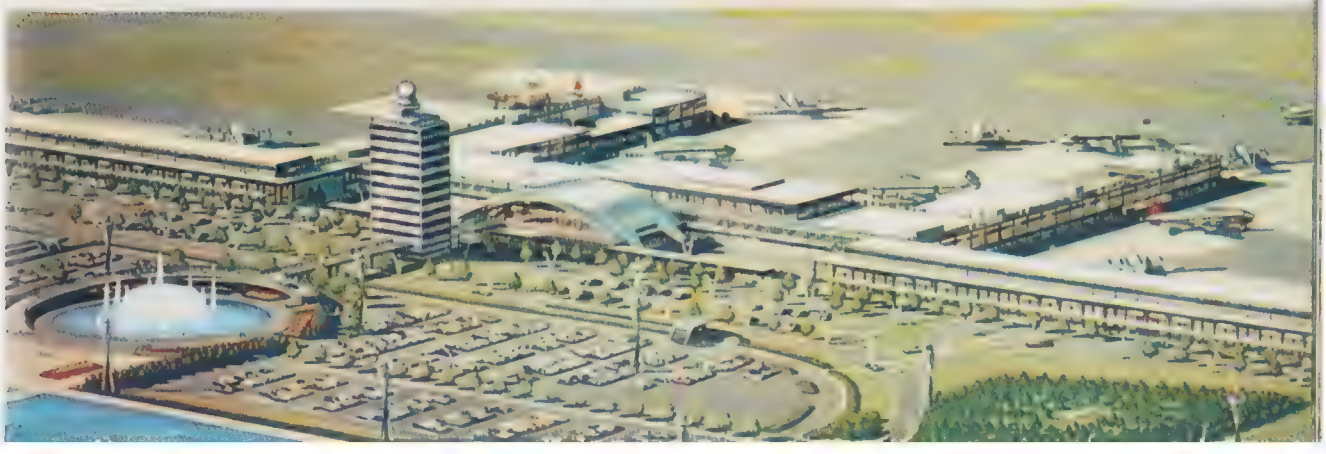
Aerial Gateway to the United States

Typical of the attention given to passenger conveniences are the new streamlined customs facilities which speed incoming passengers through customs. Passenger claims his own baggage and takes it to any of 36 supermarket-type checkout counters in each of the two customs halls in the building. Once he is past this counter he is clear of customs.

NEW YORK INTERNATIONAL AIRPORT

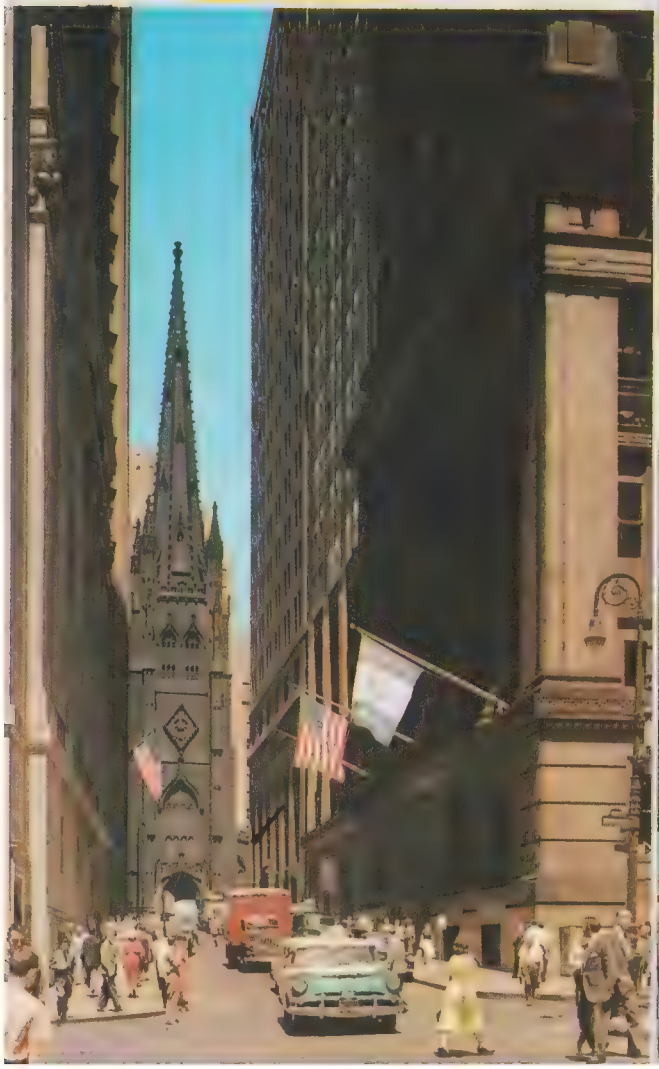
Aerial Gateway to the United States

International Arrival Building is three stories high and 640 feet deep. With its two Airline Wing Buildings, it is 2,300 feet or eleven city blocks long. It is the dominant structure in Terminal City, and symbolizes the airport's international character. It will handle all international air travelers entering the United States through the Port of New York and thus will be the country's air age front door.

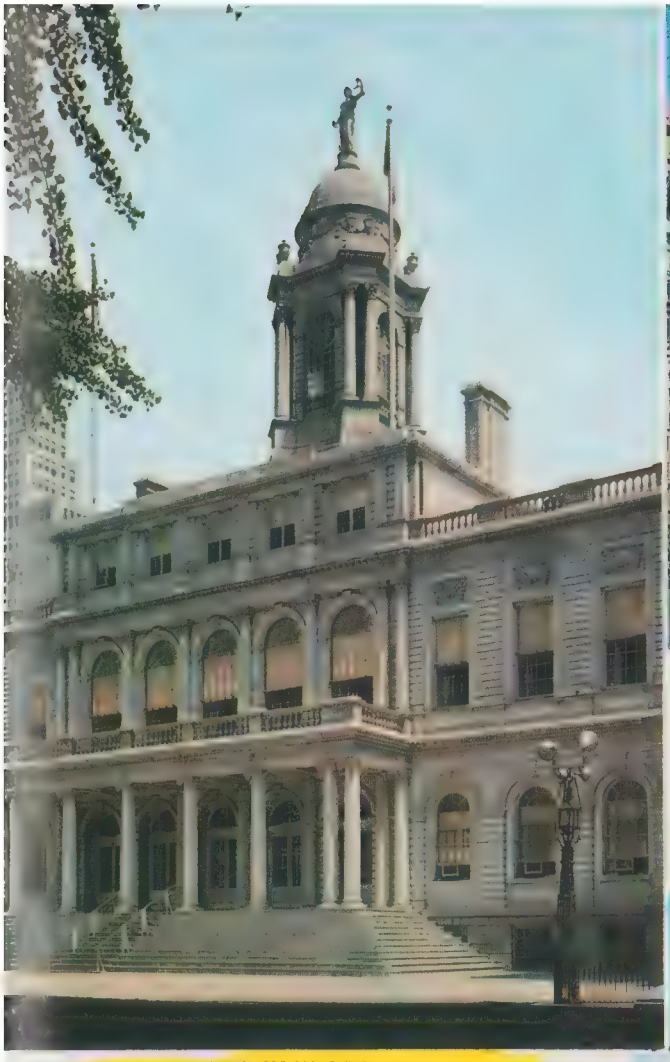


FOLEY SQUARE
New York City
within the area of Foley Square stands the newly constructed group of buildings housing local, state and federal government agencies.

TRINITY CHURCH LOOKING DOWN WALL STREET
New York City
During Normal Business hours the Wall Street District — the market place of money — is a veritable beehive of office workers hurrying to and fro about their business.



SCENES OF CHINATOWN



NEW YORK CITY HALL
The offices of the Mayor, the City Council and the many departments of government vital to the operation of a huge city are centered in this historical marble structure.

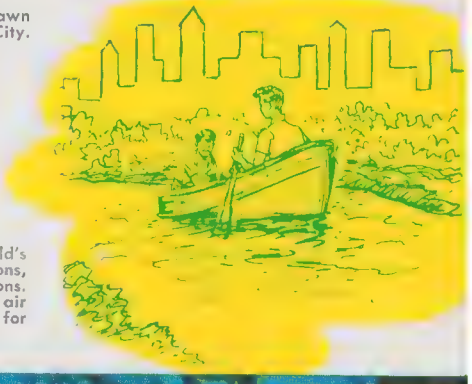
LOWER MANHATTAN SKYLINE
New York City

SKYLINE VIEW LOOKING ACROSS BATTERY PARK
in Lower Manhattan showing U. S. Customs House, New York City.

WOOLWORTH BUILDING
New York City
Overshadowing City Hall Park, the 60-story Woolworth Building, for many years prior to the 1930's was acclaimed the tallest building in the world. This cathedral of commerce is still admired for its lines and gothic architectural style.

FIFTH AVENUE HOTELS
FROM CENTRAL PARK

CARRIAGES ON 59TH STREET
A Touch of the Old World with its horsedrawn carriage adds to the splendor of New York City.



NEW YORK COLISEUM
Exopsition Capital of the World
Located in the geographic center of the world's greatest city. Designed specifically for expositions, trade fairs, conventions and public attractions. The only building of its kind to be completely air conditioned. 391,500 square feet of space, for crowds up to 32,000 at one time.

View of Yankee Stadium from end of right field grandstand.

LOWER MANHATTAN SKYLINE

AROUND TOWN

Mid-Manhattan skyline from across the East River.

BUSTLING NIGHTTIME ACTIVITY OF THE PORT OF NEW YORK

Night and day the docks of the New York Port Authority teem with activity handling the export and import cargoes that make New York City — "The Gateway to the World."

Mid town Skyline showing one of New York Airways' Helicopters used to ferry passengers between the New York City Heliport to the three airports servicing the city.

Lower Manhattan Skyline, showing one of many cargo vessels that are handled by the Port of New York.

View of the General William T. Sherman statue located at the northern end of the Central Park Plaza.

View looking south along New York City's Fabulous Fifth Avenue showing the modernistic 39-story Tishman Building, 666 Fifth Avenue, with its gleaming aluminum and glass facade, a major addition to the city's magnificent architectural achievements. In the foreground is St. Thomas Episcopal Church.

BROOKLYN

Brooklyn is connected to New York by bridges and subways and is the "Bedroom of New York." Its museum and library are amongst the largest and finest in the United States.

Brooklyn is modern and old at the same time. Its origin goes back to the year 1646 where Dutch settlers organized the little village of "Brueckelen."

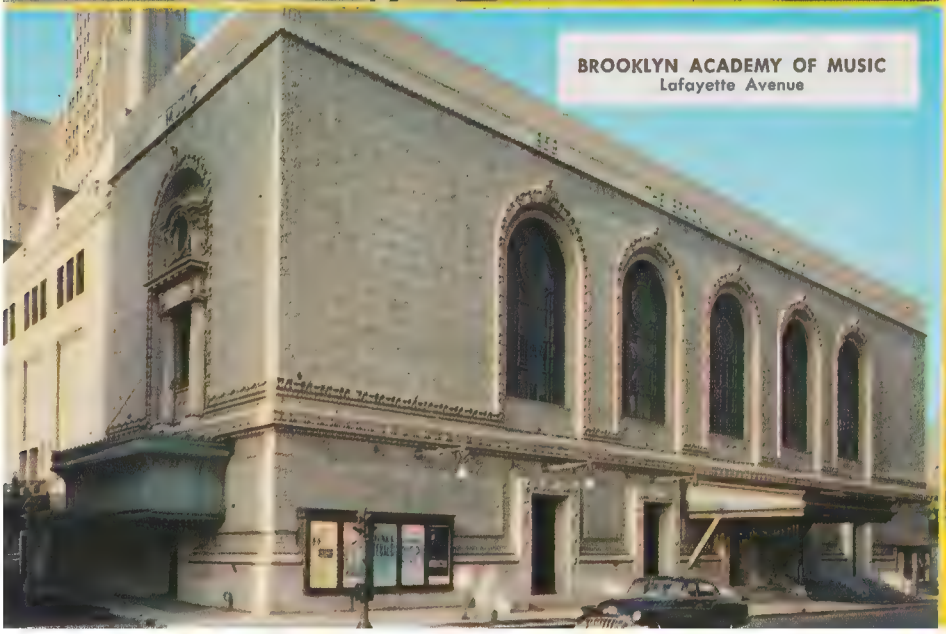
Currently Brooklyn is engaged in gigantic rebuilding projects which include modernizing the Port of Brooklyn, deyelopment of Pratt Institute Area, school building programs, etc. The highest land elevation is 197 feet above sea level.

ROSE GARDENS AT BROOKLYN BOTANIC GARDENS

Brooklyn County Court House and surrounding buildings at Court Square.

WILLIAMSBURG SAVINGS BANK BUILDING
Located at Hanson Place in Brooklyn

BROOKLYN ACADEMY OF MUSIC
Lafayette Avenue



CONEY ISLAND

Famous Beach

Thrills at Faster-than-Ever-Speeds on the Cyclone

Fabulous Steeplechase

GENERAL INFORMATION

New York City is the biggest City in the world, friendly and fascinating and perhaps the greatest all year round vacation City in this nation. The following is a partial list of the best known of the various places you'll want to visit, because, to list all of these in their respective class would fill several large directories.

HOTELS

ASTOR	Broadway & 44th St.
AMBASSADOR	Park Ave. & 51st St.
BARBIZON PLAZA	101 W. 58th St.
BARCLAY	111 East 48th St.
BILTMORE	Madison Ave. & 43rd St.
COMMODORE	Lexington Ave. & 42nd St.
GEORGE WASHINGTON	Lexington Ave. & 23rd St.
GOVERNOR CLINTON	7th Ave & 31st St.
GREAT NORTHERN	118 W. 57th St.
GREYSTONE	Broadway & 91st St.
HENRY HUDSON	353 W. 57th St.
HOLLAND	351 W. 42nd St.
KING EDWARD	44th St... East of Broadway
MCALPIN	Broadway & 34th St.
NEW YORKER	8th Avenue & 34th St.
PARAMOUNT	235 W. 46th St.
PARK SHERATON	7th Avenue & 55th St.
PLAZA	5th Avenue & 59th St.
ROGER SMITH	Lexington Ave. at 47th St.
ROOSEVELT	Madison Ave. at 45th St.
RUSSELL	Park Ave. at 37th St.
ST. GEORGE	51 Clark St., Bklyn.
ST. MORITZ	50 Central Park So.
ST. REGIS	5th Avenue & 55th St.
SAVOY-PLAZA	5th Ave. & 59th St.
SHELBURNE	Lexington Ave. & 37th St.
STATLER	7th Ave. & 33rd St.
TAFT	7th Ave. & 50th St.
TIMES SQUARE	43rd St. West of Broadway
TOWN HOUSE	38th St. East of Park Ave.
VICTORIA	51st St. & 7th Ave.
WALDORF ASTORIA	Park Ave. & 50th St.

CONCERT HALLS

ACADEMY OF MUSIC	Lafayette Ave., Bklyn.
BARBIZON PLAZA	101 W. 58th Street
CARNEGIE HALL	7th Ave. & W. 57th St.
CENTRAL PARK MALL	Central Park
CITY CENTER	131 W. 55th Street
CARL FISCHER CONCERT HALL	165 W. 57th St.
KAUFMANN AUDITORIUM	Y.M.H.A., 1395 Lexington Ave.
LEWISOHN STADIUM	Amsterdam Ave. & W. 138th St.
MADISON SQUARE GARDEN	8th Ave. & W. 50th St.
STEINWAY HALL	113 W. 57th St.
TIMES HALL	240 W. 44th St.
TOWN HALL	113 W. 43rd St.

HOUSES OF WORSHIP

BRICK CHURCH (PRESB.)	1140 Park Ave.
BROADWAY TABERNACLE (CONG.)	211 W. 56th St.
CHRIST CHURCH (METH.)	Park Ave. & 60th St.
CHRIST SCIENTIST, 1st CHURCH	1 W. 96th St.
2nd CHURCH	10 W. 68th St.
3rd CHURCH	583 Park Ave.
CHURCH OF THE DIVINE PATERNITY (UNIV.)	Central Park W. & W. 76th St.
FIFTH AVE. PRESBYTERIAN	5th Ave. & 55th St.
FIRST EVANGELICAL	424 W. 55th St.
FRIENDS (QUAKERS)	221 E. 15th St.
HOLY TRINITY (EV. LUTH.)	3 W. 65th St.
JUDSON MEMORIAL (BAP.)	55 Washington Square
LITTLE CHURCH AROUND THE CORNER (P. E.)	1 E. 29th St.
MARBLE COLLEGIATE (REF. CH.)	5th Ave. & 29th St.
NEW DORP MORAVIAN	Richmond & Todt Hill Rds., Staten Island
PARK AVE. CHRISTIAN (DISC. OF CHRIST)	1010 Park Ave.
RIVERSIDE CHURCH	Riverside Dr. & W. 122nd St.
ST. JOHN THE DIVINE CATHEDRAL (P. E.	Amsterdam Ave. & W. 112th St.
ST. PATRICK'S CATHEDRAL (R C.)	5th Ave. & 50th St.
SPANISH & PORTUGUESE SYNAGOGUE (HEBREW)	2 W. 70th St.
TEMPLE EMANU-EL (HEBREW)	5th Ave. & 65th St.
TRINITY CHURCH (P. E.)	Broadway & Wall St.

MUSEUMS

METROPOLITAN MUSEUM OR ART	82nd St., and 5th Ave.
MUSEUM OF MODERN ART	11 West 53rd Street
FRICK COLLECTION	1 East 70th Street
NEW YORK HISTORICAL SOCIETY	Central Park West and 77th Street
BROOKLYN'S CHILDREN'S MUSEUM	Brooklyn Avenue and Park Place, Brooklyn
JEWISH MUSEUM	5th Avenue and 92nd Street
WHITNEY MUSEUM OF AMERICAN ART	10 West 8th Street
THE SOLOMON R. GUGGENHEIM MUSEUM	7 East 72nd Street

PARKS

BOTANICAL GARDENS	Flatbush Avenue and Empire Blvd., Brooklyn
BOTANICAL GARDENS	Bronx Park, at 204th Street, Bronx
BRONX PARK (boating, zoo, gardens, playgrounds)	E. 180th St. & Boston Rd., Bronx
BRYANT PARK	5th Avenue and West 42nd Street
CENTRAL PARK (boating, zoo, playgrounds, bridle path, concerts, and gardens)	West 59th St. to 110th St., along 5th Ave. and Central Park West
MORNINGSIDE PARK	from West 110th Street to West 123rd Street
RIVERSIDE PARK	Riverside Drive, North of 79th Street
VAN CORTLANDT PARK (golfing, tennis, boating, and playgrounds)	Broadway and West 242nd St.
PROSPECT PARK (boating, menagerie, playgrounds, bridle path, concerts, bicycling and gardens)	Parkside and Ocean Avenues, Brooklyn

Photo Courtesy
Port Authority of New York

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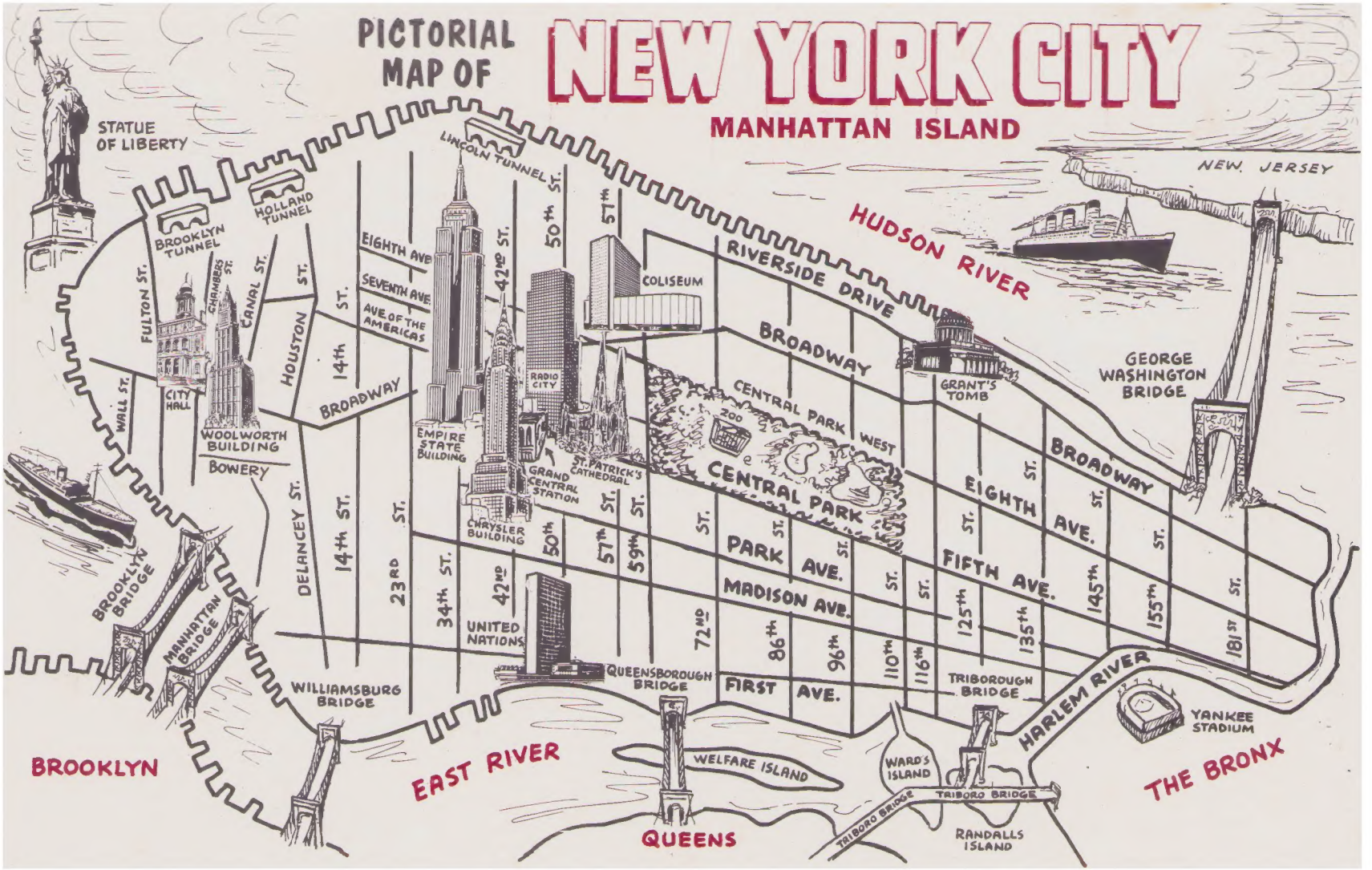
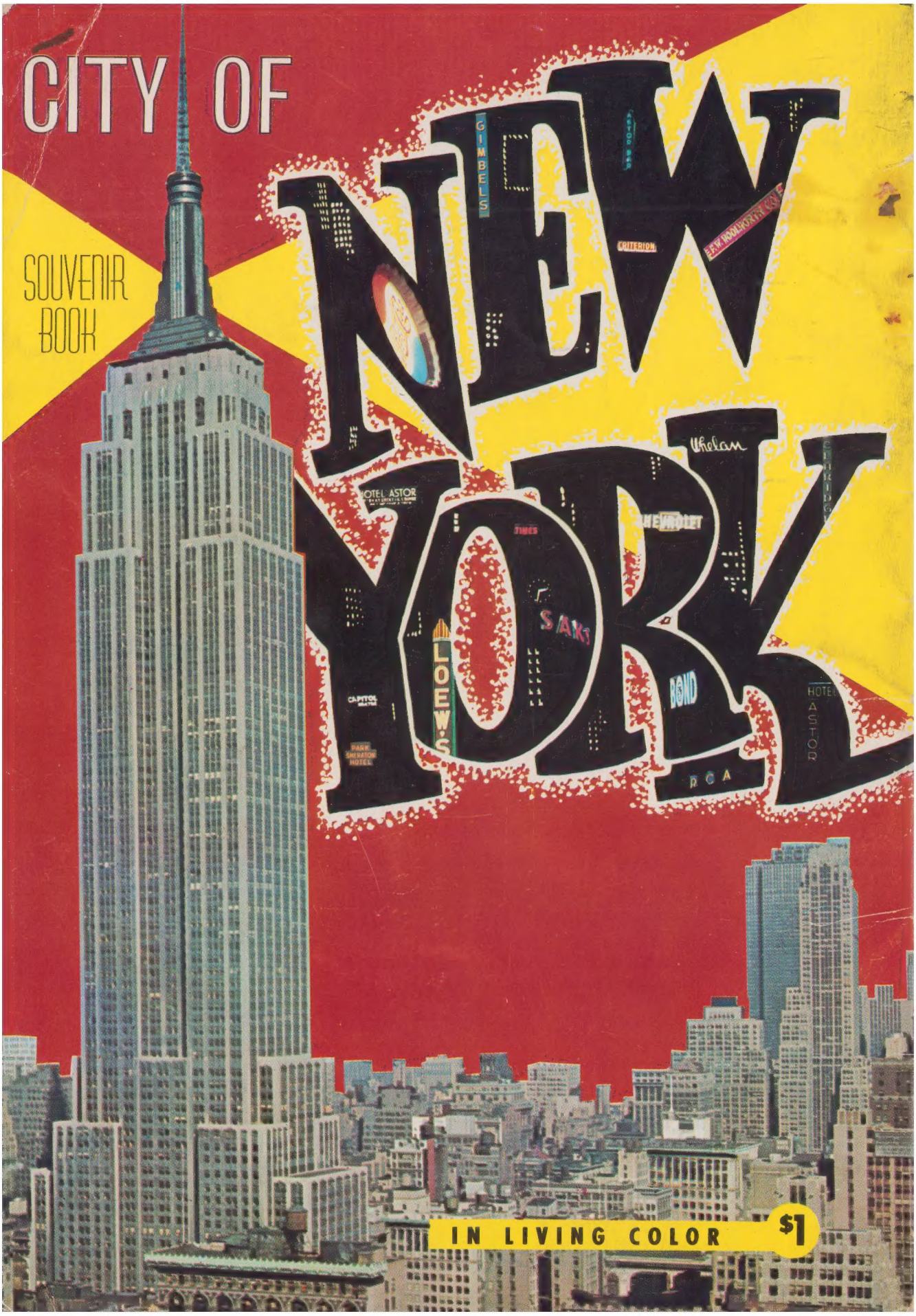

PICTORIAL MAP OF
NEW YORK CITY
MANHATTAN ISLAND
STATUE OF LIBERTY
LINCOLN TUNNEL
HOLLAND TUNNEL
BROOKLYN TUNNEL
NEW JERSEY
HUDSON RIVER
RIVERSIDE DRIVE
COLISEUM
BROADWAY
GRANT'S TOMB
GEORGE WASHINGTON BRIDGE
FULTON ST.
CHAMBERS ST.
CANAL ST.
HOUSTON ST.
EIGHTH AVE.
SEVENTH AVE.
AVE. OF THE AMERICAS
42ND ST.
50TH ST.
57TH ST.
14TH ST.
CITY HALL
WALL ST.
WOOLWORTH BUILDING
BOWERY
EMPIRE STATE BUILDING
RADIO CITY
ST. PATRICK'S CATHEDRAL
GRAND CENTRAL STATION
CHRYSLER BUILDING
CENTRAL PARK WEST
CENTRAL PARK
ZOO
EIGHTH AVE.
FIFTH AVE.
PARK AVE.
MADISON AVE.
FIRST AVE.
DELANCEY ST.
14TH ST.
23RD ST.
34TH ST.
42ND ST.
50TH ST.
57TH ST.
59TH ST.
72ND ST.
86TH ST.
96TH ST.
110TH ST.
116TH ST.
125TH ST.
135TH ST.
145TH ST.
155TH ST.
181ST ST.
BROOKLYN BRIDGE
MANHATTAN BRIDGE
WILLIAMSBURG BRIDGE
UNITED NATIONS
QUEENSBOROUGH BRIDGE
TRIBOROUGH BRIDGE
HARLEM RIVER
YANKEE STADIUM
BROOKLYN
EAST RIVER
WELFARE ISLAND
WARD'S ISLAND
TRIBORO BRIDGE
RANDALLS ISLAND
QUEENS
THE BRONX


CITY OF
SOUVENIR BOOK
NEW YORK
GIMBELS
CRITERION
HOTEL ASTOR
TIMES
SAKS
LOEW'S
CAPITOL
PARK SHERATON HOTEL
BOND
RCA
HOTEL ASTOR
IN LIVING COLOR
$1